

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

May 13, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA 90028

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants
Fabio Conti, Vice President, Fabiolus Cucina
Kitty Gordillo, Hollywood Wilshire YMCA
Chase Gordon, Avison Young
James Haydu, ex-officio member, SEE-LA
Elva Hernandez, Hudson Pacific Properties
Melissa Logan, Amoeba Music
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences
Keith Ragadio, Robertson Properties Group
Fred Rosenthal, Ametron
Katie Seymour, Sunset & Vine
Arthur Stroyman, Kilroy Realty Corporation

Absent

Duke Gallagher, Treasurer, The Production Group
Charles Eberly, The Eberly Company
Brian Folb, Paramount Contractors
Elizabeth McDonald, Secretary, The Los Angeles Film School

Consultants

Sarah Besley, Executive Director
Ginnie Gallo, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Lavanya Anand, RBZ
Billy Chun, Office of Mayor Garcetti
Steve Seyler, BID Security

I. Call to Order

Carol Massie called the meeting to order at 4:06 P.M.

II. Public Comment & Introductions

- Billy Chung, representing Mayor Garcetti's business team for economic development, introduced himself to the board.

III. Approval of Board Minutes

The minutes from the April 8, 2014 board meeting were distributed to the board.

It was moved by Fabio Conti, seconded by Arthur Stroyman, and CARRIED to approve the minutes from the meeting on April 8, 2014. The minutes were approved with one (1) abstention from Fred Rosenthal who did not attend the April 8, 2014 meeting.

IV. Treasurer's Report

- A. 2013 Financial Review:** The board received copies of the 2013 Financial Review prepared by RBZ. Besley stated that RBZ has undertaken the financial review which is required of all BIDs by the City of Los Angeles. RBZ's report states that after their evaluation of the BID's finances, there is no material modifications that should be made to conform with generally accepted accounting principles (GAP). Lavanya Anand, from RBZ, summarized the findings for the board.

It was moved by Fabio Conti, seconded by Kitty Gordillo and CARRIED to approve the 2013 Financial Review as prepared by RBZ. Unanimously approved.

- B. Monthly Report:** Sarah Besley presented the Treasurer's Report, prepared by Duke Gallagher, for the period ending April 30, 2014. This consisted of a balance sheet, yearly cash flow statement, and a reconciliation report. As of April 30, 2014 the total liabilities and equity have a balance of \$481,421.86. BID monies have been moved to Wells Fargo Bank except for two (2) accounts at Chase and Comerica which will be transferred by Duke Gallagher.

It was moved by Fabio Conti, seconded by Chase Gordon, and CARRIED to approve the Treasurer's Report ending April 30, 2014. Unanimously approved.

- C. 2014/15 CPI: CPI Increase:** Besley stated that the 2014/2015 assessment roll is due to the City Clerk's Office on June 1st. Per the Management District Plan, the Board has the opportunity to apply a CPI increase (up to 3%) each year to help absorb increases in services. The current CPI is 1%. In light of anticipated increases in maintenance costs and administrative fees (in particular office rent, which has not increased in over three years), the board opted to apply a 1% increase to assessments for the upcoming year.

It was moved by Fabio Conti, seconded by Chase Gordon, and CARRIED to increase the assessment rate by 1% for the 2013/2014 tax year.

V. COMMITTEE & PROGRAM REPORTS

A. Streetscape & Planning Committee

- 1. May 5, 2014 Meeting Report:** Notes from the meeting were included in the Board packet. Joint HED/S&V meetings will be held every other month at the HPOA office. The next meeting scheduled for Monday, July 7, 2014 at 2:30 p.m.
- 2. Green Vine Project:** Besley reported that 45 of the 50 trees have been planted along Vine Street. Landsco has started to maintain and water the trees. Trees take two (2) to three (3) years for roots to establish and may need additional watering due to hot weather.

3. **Big Belly Solar Compactors:** Besley reported that HPOA Staff was approached with an offer from CD-13 to purchase fourteen used Big Belly Solar Compactors from Historic Filipinotown because the area does not have a BID to maintain them. Typically the cost for a new unit is \$4,800 and the council is requesting \$1,282. Staff must survey the compactors to assess their condition, however feedback from other BIDs that have purchased Big Bellies has been very positive. There are fourteen units available – seven would be designated for Sunset & Vine and seven for the HED, at a total of cost (per BID) of \$8,976.31.

It was moved by Kitty Gardillo, seconded by Mike Pogorzelski, and CARRIED to approve the purchase of seven (7) Big Belly Solar Compactors, for the cost of \$8,976.31, contingent on their condition. Unanimously approved.

4. **Sunset Boulevard Streetscape Plan:** The Streetscape and Planning Committee is currently seeking volunteers to serve on a working group to develop a streetscape plan for Sunset Boulevard. Besley presented photos of the newly planted parkway in front of Emerson College, which may be a treatment that the group would like to replicate. Katie Seymour, Melissa Logan and Fabio Conti offered to serve on the working group.
5. **CleanStreet Vehicles:** Besley reported that Selma Elementary has recently put CleanStreet on a month-to-month lease for the space they utilize their parking lot. Staff is therefore seeking to either lease or provide in-kind cleaning services in exchange for approximately 20 parking spaces.

B. Security Committee

1. **General Security Report:** Supervisor Steve Seyler provided an overview of security-related activities since the beginning of the year. Since that time, bike patrols for the Sunset BID have gone from two (2) days a week to four (4) days. Radio calls seem to have stabilized this year, only up by 11 compared to 2013 and there have been 79 arrests in the first quarter of the year.

C. Marketing & Communications

1. **Only in Hollywood:** Devin Strecker presented the new website to the board. The main page will contain general interest stories, as well as a portal for the Hollywood and Sunset & Vine Bids. Stories will be sharable on social media. Hollywood residents will be encouraged to sign up at OnlyinHollywood.org to receive informational updates.
2. **Sunset & Dine:** Strecker reported that the planning committee has selected two potential dates for the event: Thursday, September 25, 2014 or Thursday, October 2, 2014. The event will be held in the courtyard and on the top parking lot deck of the Taglyan Complex. The event will be kept mostly outside, but the lobby may be utilized as well.

D. Nominating Committee - Carol Massie

1. **Treasurer Appointment:** Massie appointed Kitty Gordillo to fulfill the role as CHC Treasurer in place of Duke Gallagher. Gallagher retired his duties as Treasurer after more than eight years of managing the CHC Board finances. The board voiced their appreciation for his service at the annual dinner in February.

VI. New Business

- A. Neighborhood Council Elections:** Besley reported that the Department of Neighborhood Empowerment denied the recent challenge to the Central Hollywood Neighborhood Council election. Staff will continue to monitor their agendas and keep the board apprised of items impacting the BID.

VII. Staff Reports

- A. Update on AB2618:** Staff reported that AB2618, which aims to clarify the definition of general and special benefits, passed Assembly is heading to the Senate. Besley attended the committee meeting in Sacramento and testified in support along with several other representatives from BIDs in California. The organizing committee, led by Kerry Morrison and Carol Schatz, will likely be seeking additional support from BIDs in the coming weeks.
- B. Unpaid Government Parcel Assessments:** Morrison reported for information purposes that the courthouse on Hollywood Boulevard owes \$42,000 in delinquent assessments. The State Judicial Council stated that because the courthouse is vacant they do not benefit from BID services. The HPOA has been apprised and staff is working with the City Clerk's Office to request an opinion from the Attorney General.

The meeting was adjourned at 6:00 p.m.

The next meeting is scheduled for Tuesday, June 10, 2014.